

## Message Text

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PAGE 01 STATE 131482  
ORIGIN COME-00

INFO OCT-01 EA-12 NEA-11 ISO-00 EB-08 /032 R

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COM/BED/OIM/DEEARLE/CMM/238

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STATE/NEA/INS/JGRAHAME

STATE/NEA/PAB/HLUCIUS

-----097355 241026Z /23

R 232245Z MAY 78

FM SECSTATE WASHDC

TO AMEMBASSY BANGKOK

AMEMBASSY JAKARTA

AMCONSUL KARACHI

AMEMBASSY KUALA LUMPUR

AMEMBASSY NEW DELHI

AMEMBASSY SINGAPORE

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INFORM CONSULS

E.O. 11652:N/A

TAGS: BEXP: XC

SUBJECT: USDOC S. ASIA GROUP FY 1980 PROMOTION EVENT  
SCHEDULE

REF: (A) SINGAPORE 0347 (B) USDOC 23910 (C) SINGAPORE

A-176 (D) NEW DELHI 2632

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1. FOLLOWING IS PLANNED FY 1980 COMMERCE PROMOTION EVENT  
SCHEDULE PROVIDED FOR POSTS REVIEW AND COMMENT. SCHEDULE  
HAS BEEN DEVELOPED ON BASIS OF ANALYSIS OF MARKETING  
FACTORS INCLUDING PRIOR POST INPUT AND RECOMMENDATIONS.  
DATE SELECTIONS HAVE BEEN MADE TO AVOID U.S. INDUSTRY AND  
INTERNATIONAL TRADE SHOW CONFLICTS AS MUCH AS POSSIBLE.

ADDRESSEE POSTS ARE REQUESTED TO REVIEW THIS SCHEDULE  
AND TO CABLE OBSERVATIONS TO REACH WASHINGTON BY MAY 31,  
1978.

2. FY 1980 EVENTS, BY COUNTRY, ARE AS FOLLOWS:

A. SINGAPORE

1. IMC OFFSITE: PRINTPAC-ASIA PRINTING FOR THE PACKAGING  
INDUSTRY, SINGAPORE, NOVEMBER, 1979

2. IMC EXHIBITION: FOOD PROCESSING AND PACKAGING,  
SINGAPORE, NOVEMBER 1979. THIS EVENT ON IMC PREMISES TO  
BE A JOINT PROMOTION WITH PRINTPAC-ASIA ABOVE.

3. IMC EXHIBITION: COMMUNICATIONS EQUIPMENT, SINGAPORE,  
DECEMBER 1979.

4. IMC EXHIBITION: (A) PUMPS, VALVES, COMPRESSORS  
(B) WASTE TREATMENT AND POLLUTION CONTROL, SINGAPORE,  
JUNE 1980. THIS WILL BE FIRST TANDEM EVENT OF MINI SHOW  
TECHNIQUE REF. MESSAGES B AND C.

5. TRADE MISSION: AVIATION, SINGAPORE, FEBRUARY 1980

6. CATALOG SHOW: CONSUMER GOODS, SINGAPORE, NOVEMBER 1979  
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B. KUALA LUMPUR

1. IMC OFFSITE: CONSTRUCTION EQUIPMENT, BUILDING SUPPLIES  
AND MATERIALS, KUALA LUMPUR, AUGUST 1980

2. TRADE MISSION: FISHING INDUSTRIES, KUALA LUMPUR, APRIL  
1980

3. CATALOG SHOW: BUSINESS EQUIPMENT, KUALA LUMPUR, JUNE  
1980

4. CATALOG SHOW: HOTEL/RESTAURANT, KUALA LUMPUR, OCTOBER  
1979

C. BANGKOK

1. TRADE MISSION: FISHING INDUSTRIES, BANGKOK, APRIL 1980

2. TRADE MISSION: AVIATION, BANGKOK, FEBRUARY 1980

3. CATALOG SHOW: BUSINESS EQUIPMENT, BANGKOK, JUNE 1980

4. CATALOG SHOW: HOTEL/RESTAURANT, BANGKOK, OCTOBER 1979

D. KARACHI

1. TRADE MISSION: RAILWAY EQUIPMENT, LAHORE, FEBRUARY 1980

2. CATALOG SHOW: FARM MACHINERY AND EQUIPMENT, THREE CITIES, NOVEMBER 1979

E. NEW DELHI

1. TRADE MISSION: MINING, EARTHMOVING AND MATERIALS HANDLING, THREE CITIES, OCTOBER 1979  
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2. TRADE MISSION: AVIATION AND AVIONICS; NEW DELHI, BOMBAY, BANGALORE, JUNE 1980

3. TRADE MISSION: RAILWAY EQUIPMENT; NEW DELHI, MADRAS, FEBRUARY 1980

4. CATALOG SHOW: ELECTRONICS INDUSTRY PRODUCTION AND TEST AND ELECTRONIC COMPONENTS; NEW DELHI, BOMBAY, CALCUTTA, APRIL 1980

5. CATALOG SHOW: METALWORKING AND FINISHING; BOMBAY, CALCUTTA, NEW DELHI, MADRAS, DECEMBER 1979

F. JAKARTA

1. IMC OFFSITE EXHIBITION IN JAKARTA APRIL 1980, HEAVY EQUIPMENT FOR THE CONSTRUCTION, MINING AND MATERIALS HANDLING INDUSTRY. THIS EVENT PREVIOUSLY SCHEDULED FOR FY'79. USDOC PREFERS TO RESCHEDULE THIS EVENT TO APRIL 1980 TO ALLOW IMC SINGAPORE TO PARTICIPATE IN AN OFFSITE PROMOTION JUNE 1979 AT MARINETECH IN SINGAPORE, PENDING POSITIVE MARKET RESEARCH. A LETTER OF EXPLANATION FOLLOWING TO AMEMB. JAKARTA.

2. TRADE MISSION: FISHING INDUSTRIES, JAKARTA, APRIL 1980

3. TRADE MISSION: AVIATION, JAKARTA, FEBRUARY 1980

4. CATALOG SHOW: BUSINESS EQUIPMENT, JAKARTA, JUNE 1980

5. CATALOG SHOW: HOTEL/RESTAURANT, JAKARTA, OCTOBER 1979

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3. POSTS ATTENTION IS DIRECTED TO THREE EVENTS THAT WILL  
BE CONDUCTED OUTSIDE IMC FACILITY BY THE IMC IN FY'80.  
THESE OFFSITE SHOWS WILL BE SAME APPROXIMATE SIZE AS  
REGULAR IMC AT HOME SHOWS, I.E. 20 U.S. PARTICIPANTS.  
IMC WILL HAVE RESPONSIBILITY FOR ALL OPERATIONS IN CONDUCT-  
ING THESE OFFSITES. THEREFORE, EVENTS ARE SCHEDULED  
THROUGHOUT THE YEAR TO ALLOW IMC TO EFFECT LOGISTIC  
TRANSFER OF RESOURCES TO EACH SITE TO ACCOMPLISH ITS  
MISSION. CHRISTOPHER

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## Message Attributes

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**Type:** TE  
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**Review Markings:**  
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